

MANDATORY BRANDING GUIDELINE FORMAT

Rules for Using the Komen Northwest Ohio Affiliate Logo

- The logo should never be smaller than 0.5 inch for all applications.
- The logo should NEVER be pulled apart, manipulated or reconfigured.
- The words Susan G. Komen for the Cure and the ribbon may NEVER be separated.
- It should appear in three colors (black, PMS 232, PMS 227) whenever possible.
- A white border should NEVER be added around the logo.
- The ® should always be included.
- A small area of isolation (.25 inches) MUST surround the logo. This area should be free of text, slogans, and illustrations.
- A version with a halo is preferred if a standard option will not work.
- An all white logo can be used ONLY when placed on a pink background.

Logos that may be used with prior approval from local Affiliate:



The Affiliate has a variety of logos available in .EPS format. If you need an .EPS format or would like additional options, please contact Becky Royer at becky@komenwohio.org.

MANDATORY BRANDING GUIDELINES REFERRING TO SUSAN G. KOMEN FOR THE CURE® NORTHWEST OHIO AFFILIATE

Reference to the Affiliate should be as follows:

- **On first reference:** Northwest Ohio Affiliate of Susan G. Komen for the Cure®
- **Second Reference:** Komen Northwest Ohio Affiliate
- **Third Reference:** Affiliate

Boilerplates

PLEASE USE THE FOLLOWING BOILERPLATE INFORMATION WHEN WRITING OR TALKING ABOUT SUSAN G. KOMEN FOR THE CURE® AND NORTHWEST OHIO AFFILIATE OF SUSAN G. KOMEN FOR THE CURE:

About Susan G. Komen for the Cure®

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. Today, Komen for the Cure is the world's largest grassroots network of breast cancer survivors and activists fighting to save lives, empower people, ensure quality care for all and energize science to find the cures. Thanks to events like the Komen Race for the Cure® and Komen 3-Day for the Cure®, we have invested more than \$1.9 billion to fulfill our promise, becoming the largest source of nonprofit funds dedicated to the fight against breast cancer in the world. For more information about Susan G. Komen for the Cure, breast health or breast cancer, visit komen.org or call 1-877 GO KOMEN.

Northwest Ohio Affiliate of Susan G. Komen for the Cure®

Toledo's first Race for the Cure was held in 1994 with 600 participants and led to the inception of the Northwest Ohio Affiliate of Susan G. Komen for the Cure in 1999. Today, our Affiliate's Race for the Cure has grown to include more than 19,000 participants and raises nearly \$1 million annually. Additionally, the Komen Northwest Ohio Affiliate raises significant money through third-party events, Affiliate sponsored events, and personal contributions. Up to 75% of net proceeds generated by the Komen Northwest Affiliate stay in Northwest Ohio and Southeast Michigan. These funds are distributed through grants made to organizations that deliver treatment, services and education throughout the Affiliate's service area. The remaining 25% goes to the National Susan G. Komen for the Cure Grants Program for energizing science to find the cures. All the money sent to the National organization is designated for research. Affiliate support is never used to support operations expenses at the National level.

About Susan G. Komen for the Cure® and the Komen Northwest Ohio Affiliate

Nancy G. Brinker promised her dying sister, Susan G. Komen, she would do everything in her power to end breast cancer forever. In 1982, that promise became Susan G. Komen for the Cure and launched the global breast cancer movement. The Northwest Ohio Affiliate of Komen for the Cure is working to better the lives of those facing breast cancer in the local community. They join more than a 2.5 million breast cancer survivors and activists around the globe as part of the world's largest and most progressive grassroots network fighting breast cancer. Through events like the Komen Northwest Ohio Race for the Cure®, the Northwest Ohio Affiliate has invested \$7 million in community breast health programs in 24 counties in Northwest Ohio and Southeast Michigan. Up to 75 percent of net proceeds generated by the Affiliate stay in Northwest Ohio and Southeast Michigan. The remaining income goes to the national Susan G. Komen for the Cure Grants Program to fund research. For more information, call 419-724-CURE (2873) or 1-877-604-CURE (2873), or visit www.komennw ohio.org.

When you are preparing materials for distribution or issuing press releases that include references to the Komen Northwest Ohio Affiliate, please send a copy to us for approval prior to final printing. Please send copies to Becky Royer at becky@komennw ohio.org.